

CITY OF ROSWELL, NEW MEXICO

PURCHASING DEPARTMENT

425 N. RICHARDSON AVE.

ROSWELL, NM 88201

LUPITA EVERETT

CHIEF PROCUREMENT OFFICER

PHONE NUMBER: (575) 637-6222

EMAIL: leverett@roswell-nm.gov

REQUEST FOR PROPOSAL

RFP-18-011(2nd posting)
ADVERTISING & MARKETING SERVICES

IMPORTANT NOTICE TO OFFERORS:**PROPOSALS DUE DATE: TUESDAY, APRIL 17, 2018****TIME DUE: 2:00 PM****SUBMITTAL TO: OFFICE OF THE CHIEF PROCUREMENT OFFICER****LOCATION: CITY OF ROSWELL, CITY HALL
425 N. RICHARDSON, ROSWELL, NEW MEXICO 88201****FACSIMILE AND ELECTRONIC PROPOSALS ARE NOT ACCEPTABLE**

Pursuant to the provisions of the New Mexico State Procurement Act and the Roswell RFP Procedures Policy, PC0001, sealed proposals, in single copy, subject to the conditions herein, will be received in the Office of the Chief Procurement Officer at City Hall, 425 N. Richardson Ave., Roswell, New Mexico until the date and time shown above, and at that time, proposals will be publicly opened and Offeror's names disclosed. Proposal contents will not be read aloud. An Evaluation Committee will provide a recommendation for award to the best proposal to City Council. The New Mexico State Procurement Act 13-1-21 through 13-1-199 are accessible via the state website at: <http://public.nmcompcomm.us>.

1. These words must be written on **ALL EXTERIOR PACKAGING** on the bottom left corner of the **SEALED ENVELOPE/MAILER/BOX/PACKAGE/CONTAINER**. Failure to do so may cause the proposal to be rejected by the City of Roswell:
 - **SEALED PROPOSAL**
 - **RFP NUMBER**
 - **OPENING DATE AND TIME**
 - **THE OFFEROR'S NAME**
 - **THE OFFEROR'S ADDRESS**
2. Samples of items, when required, must be furnished, free of expense, prior to the opening of proposals, and, if not destroyed will, upon request of the Offeror, be returned to the Offeror at the Offeror's expense. Copies of any warranties must be included with the Proposal and must be for the maximum amount the manufacturer provides, if goods are warrantable.
3. Proposals which are mailed, or otherwise delivered prior to the point of opening must contain the Information detailed in paragraph 1 above. This information shall also be included on **All Exterior Packaging**. **Proposals must be mailed or delivered by hand or courier service to:**

Mailed to: City of Roswell
Office of the Chief Procurement Officer
P.O. Box 1838
Roswell, NM 88202-1838

(or)

Delivered to: City of Roswell
(May be delivered to the main Reception Desk)
425 North Richardson
Roswell, NM 88201

4. For items of tangible personal property included as part of the proposal, all prices should be stated in units or quantities specified, with packing and delivery charges included. The specifications for the services or items of tangible personal property to be procured.
5. Time of proposed delivery must be stated in definite terms. If time varies for different items, the Offeror should so state.
6. Proposals must be made out and signed in the corporate or other name of the Offeror and must be fully and properly executed by an authorized person.
7. Proposals must be submitted on the proposal schedule attached. **Any prices pertaining to exceptions must be attached to the proposal** (stapled, bound or secured otherwise). If the Offeror provides any options other than those requested, these will not be acceptable.
8. **Proposals received later than the time and date when specified as due will not be considered.**
9. Amendments to or withdrawals of proposals received after the time and date set for proposal opening will not be considered.
10. Offerors or their representative may be present at the proposal opening.
11. The Chief Procurement Officer reserves the right to amend and/or cancel the Request for Proposals prior to the time and date of the proposal opening.
12. The Chief Procurement Officer reserves the right to correct any proposal awarded erroneously as a result of a clerical error on the part of the City of Roswell.
13. Offerors and/or vendors doing business with the City of Roswell must be in compliance with the Federal Civil Rights Act of 1964 and Title VII of the Act. Rev., 1979.
14. It is the sole responsibility of any Offeror who requests consideration for Resident Preference to have obtained a Resident Business Contractor's Certification from the State Chief Procurement Officer and provide a copy of the same to the City prior to the proposal opening. Requests for consideration for Resident Business or Contractor's Preference after proposal opening will not be considered.
15. All contracts solicited by competitive sealed proposals for the City of Roswell require that the proposal amount exclude the applicable state gross receipts tax. As the City of Roswell is required to pay the applicable state gross receipts tax, all requests for payment shall include a separate amount on each billing reflecting the applicable tax. (13-1-108).
16. All applicable state gross receipts tax charged to the City of Roswell shall be at the current rate at the time of the project. To the extent permitted by law and applicable rules and regulations, Offerors and/or vendors agree to report the gross receipts tax charged to the City of Roswell on New Mexico Taxation & Revenue Department form CRS-1 and use Roswell as the municipality name in column A and 04-101 as the location code in column C.
17. Any equipment supplied to the City of Roswell must comply with all requirements and standards as specified by the federal government's Occupational Safety and Health Act of 1971. All guards and protectors as well as appropriate markings must be in place before delivery. Items not

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meeting OSHA specifications will be refused. The supplier may be required, at its expense to provide training to municipal employees in the operation of this item and its maintenance, at the convenience of the City of Roswell.

18. All Offerors and/or vendors doing business with the City of Roswell shall fill out the City of Roswell VENDOR INFORMATION FORM included in this proposal package. All Offerors and/or vendors doing business with the City of Roswell must also provide IRS FORM W-9 (REV. November 2017). Failure to do so may cause the proposal to be rejected by the City of Roswell.
19. The City reserves the right to render payment of any invoices using the City's Procurement Card, without incurring any penalty.

CONDITIONS AND PROPOSAL OPENING PROCEDURES

1. The City of Roswell reserves the right to reject any and all proposals, to waive any informality in proposals, and unless otherwise specified by the Offeror, to accept any item on the proposal.
2. The Procurement Code (NMSA §13-1-28 through §13-1-199), imposes civil and criminal penalties for its violation. In addition, the New Mexico criminal statutes impose felony penalties for illegal bribes, gratuities and kickbacks.
3. The Procurement Code (NMSA §13-1-28 through §13-1-199), is accessible via the State of New Mexico website at: <http://public.nmcompcomm.us>.
4. All proposals must be clearly marked on the outside of the box or envelope packaging with the proposal number and opening date. Should a proposal be opened prior to the official opening date due to the lack of a proper marking, it will be rejected.
5. All interested parties are invited to attend proposal openings of the City of Roswell.
6. Proposals will not be opened and only Offeror's names will be disclosed aloud in front of whosoever is present at precisely the time, the date and the place stipulated in the Request for Proposal and in the legal notice published in the newspaper.
7. Each proposal will be evaluated by the Evaluation Committee. The Offeror is to provide complete specifications. Acceptable exceptions to specifications will be determined by the Chief Procurement Officer and the Project Manager.
8. The Chief Procurement Officer and the Project Manager will rule on any point needing clarification.
9. The apparent Best Proposal, meeting specifications, will be determined by the Evaluation Committee.
10. Following determination of the Best Proposal, the Chief Procurement Officer or designee will recommend to the City Council that the City Manager be authorized to negotiate a contract with the Offeror of the Best Proposal.
11. Offerors are advised to bear in mind the low proposal obtained may not be the proposal ultimately selected for the award, if a price or cost proposal is made part of this RFP.

12. An Offeror's request for Resident Preference will be honored only when the provisions of NMSA §13-1-21 and 13-1-22 of the State Purchasing Act have been met.
13. Unless otherwise instructed, alternate proposals shall not be submitted and will not be considered.
14. Notice is hereby given that as the governing body of the City of Roswell, the City Council reserves the right to reject any and all proposals received. In the case of ambiguity or lack of clarity, the City reserves the right to determine the best proposal or to reject same or to waive irregularities and technicalities.
15. One complete copy of the proposal, including Request for Proposal, specifications and any other requested literature, must be submitted with the proposal.
16. Information pertaining to proposals will not be released until the City Council has acted upon them and after the final execution of the contract document, pursuant to NMSA 1978 §13.1.116.
17. All proposals must be valid for a minimum of **180 days** after proposal opening, unless otherwise stated on the Proposal Sheet by the individual Offeror or the City of Roswell.
18. All Offerors who are engaged in business within the municipal limits of the City shall be licensed to do business by the City of Roswell, New Mexico.
19. Pursuant to NMSA 1978 §13-4-11 (A), state wage rates shall apply to any bid or proposal on construction or public works projects in excess of \$60,000.00. In addition all Offerors and Offerors shall comply with federal wage rates on applicable projects.
20. Pursuant to NMSA 1978 §13-1-146, a bid security or bond shall be required of Offerors for construction contracts in excess of twenty-five thousand dollars (\$25,000). Bid security or bond in an amount equal to at least five percent (5%) of the amount bid shall be a bond provided by a surety company authorized to do business in the state of New Mexico, or the equivalent in cash.
21. All Offerors must complete the **CAMPAIGN CONTRIBUTION DISCLOSURE FORM** included in this REQUEST FOR PROPOSAL packet. Failure to do so will result in rejection of said proposal.
22. Pursuant to NMSA 1978 §13-1-115, Offerors submitting proposals may be afforded an opportunity for discussion and revision of proposals. Revisions may be permitted after submissions of proposals and prior to award for the purpose of obtaining best and final offers. Negotiations may be conducted with responsible offerors who submit proposals found to be reasonably likely to be selected for award. This section shall not apply to architects, engineers, landscape architects and surveyors who submit proposals pursuant to Sections 13-1-120 through 13-1-124 NMSA 1978.

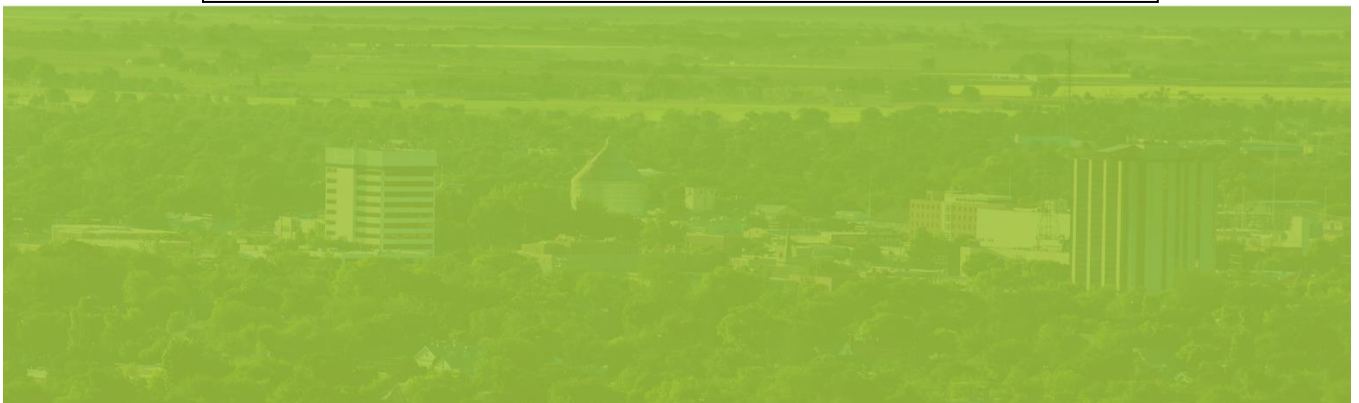
LUPITA EVERETT
CITY OF ROSWELL
CHIEF PROCUREMENT OFFICER

Request for Proposal

City of Roswell

Advertising & Marketing Agency

RFP-18-011 (2nd posting)
ADVERTISING & MARKETING SERVICES





March 4, 2018

To All Prospective Offerors:

The City of Roswell is seeking a qualified advertising agency to develop the City of Roswell brand currently in place since 2011, continue to support, and promote the See Roswell tourism initiative to drive visitors to the City of Roswell and support internal department with recruitment efforts and awareness campaigns.

The Public Affairs department oversees the production of a variety of marketing activities, including digital advertising, traditional media, visitor publications and maps, cooperative programs, public affairs and tradeshow – all designed to promote the City of Roswell to travelers, tourists and the travel trade. For more details about our current tourism practice, please visit seeroswell.com. In addition, the City of Roswell seeks to rebrand including integration in the community and supporting internal recruitment and brand awareness for the community of Roswell.

The purpose of this request for proposal (RFP) is to seek and retain a qualified advertising agency to develop the City of Roswell brand and promote tourism. The results of these efforts will benefit our community, who support and promote tourism by increasing lodgers' tax revenue and, gross receipt tax and on a larger scale, increasing the employment base for the City of Roswell. The goal for Lodgers' tax is 65% occupancy per monthly rate.

The contract period for the Scope of Work contained within this RFP will be approximately July 1, 2018 to June 30, 2019, or 12 months. The City of Roswell's fiscal year runs from July 1st through June 30th. The first fiscal year of the contract will be funded up to \$200,000. Moving forward, the budget for this contract could potentially scale to \$300,000 annually over the next two years. We reserve the right to adjust this amount based on the content of the proposals and related factors.

Attached is an RFP to be filled out by those capable of meeting minimum requirements and carrying out the scope of work. All responses will be carefully reviewed and evaluated based on the criteria noted in the attached document. Any questions you may have to clarify this RFP shall be addressed to the Procurement Manager and shall be received by the Procurement Manager by no later than 5:00 p.m. on **APRIL 3, 2018** to:

Procurement Manager:

Lupita Everett
Chief Procurement Officer
425 N. Richardson Ave.
Roswell, NM 88201
Email: l.everett@roswell-nm.gov.

Project Manager:

Juanita N. Jennings
Director of Public Affairs
425 N. Richardson Ave.
Roswell, NM 88201
jn.jennings@roswell-nm.gov

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CITY OF ROSWELL

Request for Proposal Advertising & Marketing Agency

1. INTRODUCTION

The Public Affairs director will oversee the contract of this RFP. The purpose is to promote Roswell as a travel and professional business meeting destination and work with the City to develop promotional materials and marketing strategies that attract visitors from around the world and that encourage overnight lodging.

Marketing strategies developed include, but are not limited to:

- Media placements
- Public relations activities
- Tourism event coordination and promotion
- Marketing tools and promotional collateral distributed via the Visitors Center & Roswell Convention & Civic Center (i.e. visitor brochures, videos, maps, etc).

In addition, the contract of this RFP may include promotion of City departments including the Roswell Police Department and other services offered to the community.

The primary source of the City of Roswell's tourism marketing budget is directly derived from Lodgers' Tax, and a small contribution from the State of New Mexico Tourism Department as well a small portion from the general fund. Information may be obtained at: <http://www.roswell-nm.gov/164/Public-Affairs>.

The funding source for City departments will come from the general fund Advertising and Publication budget. These budgets are subject to Council approval each fiscal year.

About the City of Roswell

The City of Roswell is centrally located in the Pecos Valley and serves as the hub of Southeastern New Mexico with its easy proximity to skiing, outdoor adventure and art. After swimming the waters surrounded by red cliffs at Bottomless Lakes State Park, it is a quick trip to viewing more than 11,000 works of art and historical materials of the Southwest at the Roswell Museum and Art Center.

Roswell boasts a rich history, with its beginnings in the discovery of a major aquifer to being the birthplace of modern rocketry, and, whether you believe it or not, the UFO crash of 1947. Roswell offers all the natural landmarks, history and culture.

The City of Roswell's 10-member Council is composed of individuals from 5 wards throughout the City of Roswell.

2. PURPOSE

The purpose of this request is to seek and/or retain a qualified advertising agency to develop the City of Roswell brand, including integration into the community, promote tourism, city assets, conventions, recreational, cultural, hospitality, lodging and other visitor services, facilities and attractions through well-placed media and publicity. Additionally, developing campaigns for various city departments such as the Roswell Police and Fire Departments will be a focus.

For each of the following project areas, the Offeror should prove capability; describing strategies to be used and quality controls. Sufficient detail must be given and must include examples of past projects, ability to meet deadlines, and managerial experience. The Offeror should demonstrate knowledge and understanding of brand in a global marketplace, and the shifting dynamics of how consumers receive and use information today.

The result of these efforts will benefit the City of Roswell tourism economy, including the City of Roswell overall brand and internal departments, such as the, Roswell International Airport, Pecos Transit Trails, Roswell Police Department. It will also support downtown, museums, cultural organizations, restaurants and retail. The advertising program will develop, execute and track results for the City of Roswell's brand advertising program. The City recognizes that there are many different approaches to providing these services, and welcomes different and various methods of promoting the City.

3. CURRENT STRUCTURE

The City of Roswell infrastructure consists of a brand agency (currently HK Advertising), social content and media buying partner and is overseen by the public affairs department. The public affairs department and HK Advertising work closely together to ensure a seamless brand experience for potential visitors. The brand agency works collaboratively with travel trade and public relations (PR) partners in the markets with direct to consumer activity as well as the State Tourism department on behalf of the City of Roswell. The RFP that is presented will include advertising and creative services for internal departments such as the Roswell Police Department, etc. which the current contract is only for tourism efforts.

Current contract does not include commissions to the agency.

4. CONTRACT TERM

The successful Offeror will enter into a contract for services with the City of Roswell for an initial one-year term. The duration of the initial contract between City of Roswell and the successful Offeror is expected to begin July 1, 2018 and terminate on June 30, 2019, with up to three one-year extensions based upon mutual consent. Offeror will submit a proposed budget for the potential extension by April 1 of each year. Additional terms, exemptions and allowable expenses are detailed throughout this RFP.

The successful applicant is required to enter into a performance-based contract with the City of Roswell. The contractor's performance will be evaluated annually on the following:

- a) The increase in the number of visitors attracted to Roswell and room nights booked here as evidenced by the increase in Lodgers' Tax Funds and the Gross Receipts Tax compared to prior years.
- b) The number of inbound conventions booked and the increase in attendance at local attractions compared to the previous year's activity.
- c) The number of inquiries to the Visitors Center and other informational sources compared to the previous year.
- d) The number of media inquiries (i.e. travel writers, documentaries, filming opportunities, editorials, etc.) and executed media coverage (actual news coverage or publicity received from press releases, photos, video, fulfilled interviews, etc.) will also be used as a measure of performance.
- e) Budget use and ROI for each campaign.
- f) Programmatic strength(s) despite adverse and uncontrollable factors.
- g) State and national trends in tourism may also be used to measure performance.
- h) Submission of monthly reporting.
- i) The increase in the number of followers, likes and engagement on Social Media platforms.

5. AVAILABLE FUNDS

The City of Roswell will initially fund this contract up to \$300,000 for tourism services rendered for the 2018/19 fiscal year. Funding at this level is dependent on an overall City of Roswell budget. The initial funding for the City of Roswell rebrand will be \$30,000 and departmental budgets will total \$25,000. These budget figures are based on brand development, creative production, strategy execution, media planning and placement, account management fees, and out-of-pocket expenses. However, the City of Roswell reserves the right to adjust both the budget and related services. The total contract amount for FY19 is \$355,000, pending FlyRoswell marketing campaign.

Tourism	\$300,000
Rebrand	\$30,000
Department Budgets	\$25,000
Total Contract FY19 (pending FlyRoswell marketing campaign)	\$355,000

6. EVALUATION PROCESS & CRITERIA

The City of Roswell will form a committee to evaluate the written proposals. The criteria for the scoring of the proposals is included as Attachment C. The committee may at any time during the evaluation process seek clarification from Offerors regarding any information contained within their proposal. Final scores for each Offeror will reflect a consensus of the Evaluation Committee. Any attempt by an Offeror to contact a member of the Evaluation Committee outside the RFP process, in an attempt to gain knowledge or an advantage may result in disqualification of Offeror.

The top three to five finalists chosen by the Evaluation Committee will be asked to provide oral presentations to the Evaluation Committee at City Hall located in Roswell, NM. After the oral

presentations, there will be a question and answer period. In addition to Offeror management, key personnel performing day-to-day activities will be requested to attend.

The applicant shall assure the City of Roswell that it will maintain detailed records which indicate activity related to task performance and the nature of services rendered per corresponding expenditure(s). These records shall be presented to the appropriate committees and staff of the Roswell City Council and are subject to inspection by the City of Roswell on demand. Reports shall be presented to the City Council on at least a quarterly basis, but may be requested more frequently.

The applicant shall maintain detailed financial records consistent with general accepted accounting principles and submit a contract year-end financial report to the City.

The City of Roswell and State Auditor shall have the right to review or audit all expenditures incurred in the scope of work both before and after payment and to contest any billing or portion thereof. Payment under an agreement between the City of Roswell and a selected applicant shall not forfeit the right of the City to recover excessive or illegal payments.

All materials developed or acquired by the contractor awarded a contract under this RFP shall become the property of the City of Roswell and shall be delivered to the City no later than the termination date of the contract. Nothing produced in whole or in part, by the contractor awarded a contract shall be the subject of an application for copyright by or on behalf on the contractor. Contractors who select subcontractors in the performance of work shall be liable for the contractual performance of the subcontractor.

The applicant must assure the City of Roswell that any information deemed confidential provided to or developed in the component tasks and the overall scope of work outlined in the RFP shall be kept confidential and shall not be made available to any individual or organization at any time without the prior written approval of the City Manager.

6. The applicant must assure the City of Roswell of its commitment to abide by all Federal and State laws, rules, regulations and executive orders of the Governor of the State of New Mexico, and all policies, procedures and ordinances of the City of Roswell.

Pursuant to all federal and state laws, rules, regulations, the applicant agrees that no person shall on the grounds of race, color, national origin, gender, sexual orientation, age, disability, or religion be excluded from employment with or participation in, be denied the benefit of, or be otherwise subjected to discrimination under any program or activity performed under contract(s) entered into pursuant to this Request for Proposals.

The applicant must attach a Statement of Assurance to these guidelines with a response to the RFP.

Subcontractors, if any, must also abide by the nondiscrimination requirements.

7. TENTATIVE SCHEDULE

This tentative schedule may be altered at any time at the discretion of the City of Roswell.

Date	Responsible Party	Activity
03/18/2018	Chief Procurement Officer	Release of RFP
03/29/2018	CPO/Project Manager	Pre-Proposal *Mandatory* Meeting: 10:00 A.M. City Hall, Mayor's Conference Room
04/03/2018	Offerors	Deadline to submit Written Questions and Proposal Intent
04/06/2018	CPO/Project Manager	Responses to Questions via Addendum(s)
04/17/2018	Offerors	Submission of Proposals Deadline: 2:00PM
04/18-23/18	Evaluation Committee	Evaluation Period
04/25-26-18	Evaluation Committee	Interviews & Oral Presentations by Finalists
05/03/18	Chief Procurement Officer or designee	Award Recommendation to Finance Committee
05/10/18	Chief Procurement Officer or designee	Award Recommendation to City Council
05/11/18	Chief Procurement Officer	Notice of Award
05/11-25/18	Offerors	Protest Period (15 Days)

7.1 PRE-PROPOSAL *MANDATORY* MEETING

The attendance for this Pre-Proposal Meeting shall be Mandatory. Offerors that do not attend cannot submit a proposal. **Only Offerors that attended the March 13, 2018 pre-proposal mandatory meeting are not required to attend.** Please note that after the proposal submission due date, the Offerors are not allowed any contact with any city staff. Any questions shall be directed to the Procurement Manager. The Procurement Manager may however, contact Offerors for clarification purposes, changes in the Tentative Schedule, notices of non-responsiveness or responsiveness of proposals, and notices of interviews.

8. AGENCY OBJECTIVES

Primary:

Plan, develop, execute and track results for City of Roswell's brand advertising program.

- **Marketing and Advertising Planning:** Develop recommendations for a Marketing and Advertising Plan that supports the strategies set forth by City of Roswell. Includes Strategic Direction, Creative Strategy, Brand Development and Stewardship, Media Plan and Cooperative Plan.
- **Media Buy:** Buy (execute) the media plan presented in the Advertising Plan and approved by City of Roswell. Execution includes placement, optimization, cancellations, auditing, payment to vendors and billing.
- **Concept Development/Production:** Concept creative materials/campaign elements (TV, online, etc.) as described in the Marketing and Advertising Plan. Once approved, produce and bring to final form the approved advertising materials to run/air on behalf of City of Roswell.

Secondary:

- **Research:** Work with City of Roswell's research team in implementing tracking research and other projects as needed.
- **Account Stewardship:** Attend City of Roswell board meetings (three per year), prepare periodic reports and a monthly budget recap, and arrange for storage and shipment of materials and documents as directed by City of Roswell.
- **Miscellaneous:** Provide creative input and support for other projects, and work collaboratively with global trade and public relations agencies, as well as the content agency, which oversees and develops all owned channel content.

9. PROPOSAL REQUIREMENTS

Proposals must address each item listed within the following sections, giving specific details of techniques to be used in meeting these requirements.

The proposal should describe how the Offeror intends to perform the scope of work during a 12-month period and shall be subject to negotiation between the City of Roswell and the Awardees' for the initial contract period. The information provided will be used to negotiate the contract scope of work, and to score proposals as described in Attachment C, Proposal Evaluation Criteria.

Proposals must be based on a funding level of \$200 thousand per fiscal year. If additional funding becomes available, this budget may increase. See Attachment A for links to the City of Roswell's public documents related to strategic planning.

9.1 Minimum Requirements

- Questions: All Offerors wishing clarification of this RFP must submit questions via email to: Lupita Everett at: leeverett@roswell-nm.gov, on the date and time referenced in the Tentative Schedule. Questions must be categorized based on scope of work elements. Costs for developing proposals are entirely the responsibility of the Offeror and shall not be reimbursed by the City of Roswell.
- Notice of Proposal Intent (non-binding): All Offerors interested in responding to this RFP must submit Attachment B, Notice of Proposal Intent by the date and time referenced in the Tentative Schedule.
- Certified New Mexico Tourism Department Agency: Offerors must have be or become a certified New Mexico Tourism Department Agency for the NMTrue brand.
- Experience: Media planning and buying experience – both online and offline – in at least four markets. Please list markets in which your agency has experience and what media vehicles were planned and purchased. If using a subcontractor, provide a signed letter of commitment that includes the name of the subcontractor, their annual billings and the information requested above regarding international media planning and buying. All media planning/buying subcontractors must also meet the stated minimum requirements.
- References: Provide three client references. At least two must be current clients. Include client name, contact information, and the engagement start and end dates.
- Financial Statements: Offerors are required to demonstrate financial viability for maintaining an account of this size. For Offerors who do not submit financial statements, please provide GAAP compliant financial statements, including but not limited to:
 - Statements of Financial Position;
 - Statements of Activities; and
 - Statements of Cash Flows.

All of the above Financial Statements must be the most recent statements available, but no more than 12 months old. Financial statements are to be submitted in a sealed envelope. All “**CONFIDENTIAL**” information must so be indicated as “**CONFIDENTIAL**”. Such materials must be readily separable from the submittal in order to facilitate eventual public inspection of the non-confidential portion and must have “**CONFIDENTIAL**” written on pages that should not be released for public scrutiny prior to contract.

After review, all financial statements will be destroyed or returned to Offeror. If Offeror would like a Non-Disclosure Agreement (NDA) signed, the NDA must be received along with the Q&A by the date specified in the Tentative Schedule.

- Contract Requirements: Winner of RFP will be required to abide by the City of Roswell contracting requirements.

All proposals submitted shall become the property of City of Roswell and shall not be returned to the Offeror. City of Roswell also reserves the right to:

- Reject any and all proposals;
- Waive any or all mandatory requirements, if no Offerors meet one or more of those requirements;
- Cancel this RFP;
- Revise the amount of funds available under this RFP;
- Amend this RFP as needed; if RFP is amended, the Chief Procurement Officer will send an Addendum to all Offerors who submit an "Intent To Send Proposal" and
- Not select a vendor and award a contract from this RFP.

All Offerors agree that budget costs submitted with their proposals are valid for 180 days from the date City of Roswell receives your proposal.

Proposals may be rejected if minimum requirements are not met.

9.2 Description of Offeror

- **Services & Activities:**
 - Provide a letter of interest and an executive summary of your proposal.
 - Provide a description of the nature of the Offeror's services and activities. Provide the year in which your company was formed. Note your company's history and expertise in travel and tourism advertising. Note your expertise in promoting recruitment campaigns or working with municipal departments to support their advertisement efforts. List the address from which the primary work on the contract would be performed and size of agency by headcount. List the number of full and part-time employees. Do not list any sub-contractors in this section.
- **Conflicts of Interest:**
 - List all tourism-related clients for whom you have acted on behalf of in the United States during the past 12 months.
 - You must certify that there are no conflicts of interest between any existing contracts. Client relationships that could potentially be a conflict of interest must be listed together with a discussion of how the Offeror will resolve the potential conflict of interest.

- **Personnel/Management:**

- Identify those individuals on the Offeror's account team who will manage the contract work. Identify specific individuals who will be conducting day-to-day activities. Identify all personnel assigned to this account by position title. Include a description of the duties for each position title.
- Note who will be the contract manager and primary contact.
- For all individuals, please document overall experience on tourism accounts, and include current resumes/biographies. Provide education, experience and expertise with pertinent information demonstrating qualifications for this RFP. Include length of time with agency, and length of time in any previous related positions. Do not exceed two pages per person.
- Include a detailed organizational chart for your entire organization, and an organizational chart for the management and personnel that will be assigned to this account, if applicable.

- **Subcontractors:**

- Identify all proposed subcontractors for work that exceeds \$2,000 annually and document which portions of service subcontractors and their ability to perform the work will perform. Additionally, Offeror should submit signed letters of commitment for all proposed subcontractors and resumes/biographies of proposed subcontractor's key personnel, including those conducting day-to-day activities. Resumes/biographies should detail education, experience, and key timeframes for all individuals on the account. Do not exceed two pages per person.
- The use of subcontractors is subject to approval by the Public Affairs director of the City of Roswell.
Therefore, not all work recommended by the Offeror will necessarily be approved and not all subcontractors listed in the Proposal will necessarily be selected. The Offeror must make it clear to any subcontractors included in the Proposal that even if the Offeror is selected, the subcontractors may not necessarily be selected.

- **Travel and Administration:**

- The Offeror should estimate travel (three City of Roswell Tourism & Marketing board meetings per year), monthly meetings (can be done virtually), communication and postage/shipping expenses expected to incur during contract period, and any additional reserve funds to be held for marketing contingencies. Travel and per diem expenses shall not exceed rates authorized by City of Roswell's Travel and Expense Policy.

9.3 Scope of Work

For each of the following project areas, the Offeror should prove capability; describing strategies to be used and quality controls. Sufficient detail must be given and must include examples of past projects, ability to meet deadlines, and managerial experience. The Offeror should demonstrate knowledge and understanding of brand in a global marketplace, and the shifting dynamics of how consumers receive and use information today.

Strategic Partnership: Work in collaboration with the Public Affairs department to determine effectiveness of ad concepts based on engagement and experiences, integrated, brand attributed to service, quality and innovation that will support the City of Roswell's economic development, tourism and brand identity. Support the City of Roswell and aid in grant applications, events and co-operative programs. Executing and tracking results while exemplifying financial integrity of the City of Roswell funds.

Marketing, Promotional and Advertising Planning: Develop recommendations for a Marketing and Advertising Plan that supports the strategies set forth by the City of Roswell's Public Affairs department. Includes strategic direction, creative strategy, brand development and stewardship, media plan and cooperative plan.

Media Planning, Buying & Placement: Buy and execute the media plan presented in the Marketing and Advertising Plan and approved by the Public Affairs department. Execution includes placement, optimization, cancellations and auditing. The Public Affairs director will sign all advertisement agreements/insertion orders, handle billing and payment.

Concept Development/Production: Concept creative materials/campaign elements (print, online, digital, etc.) as described in the Marketing and Advertising Plan. Once approved, produce and bring to final form the approved advertising materials to run on behalf of the City of Roswell.

Research and Analytics: Provide an overview of Campaign successes and opportunities. Reports and trends in the market place and competitors. Provide analytical tools or services that will be useful to information to plan and report back to the City of Roswell.

9.4 Innovation Case Study

City of Roswell is constantly seeking new opportunities to connect with our target audiences and build and leverage the power of the City of Roswell brand. Provide a case study that demonstrates how your agency has pushed a client beyond the norm for their industry and achieved success. The example does not have to be tourism specific.

9.5 Work Plan

Please submit a preliminary work plan or schedule for the completion of the following project tasks based on a contract period of July 1, 2018 – June 30, 2019. The objective of the work plan is to give the City of Roswell an opportunity to study how Offerors would schedule various elements and distribute the workload among staff.

The Work Plan should include a schedule for completion of the following project tasks:

- Strategic Planning;
- Advertising Campaign Development;
- Production/Creative Services;
- Media Planning & Buying;
- Promotional & Strategic Partnerships; and
- Research & Analytics.

9.6 Required Project

In 2013 City of Roswell rolled out the *See Roswell* brand platform including the migration to a new consumer tagline and launch of our new umbrella brand television commercial, "See it for Yourself." Additionally, the City of Roswell partnered with the State of New Mexico Tourism department in 2013 for the New Mexico True campaign, a new consumer content initiative state-wide and national campaign designed to fuel inspiration through in-depth brand storytelling and foster consumer engagement.

Please demonstrate how you would take the *See Roswell* brand platform and develop the next evolution of our advertising campaign (creative only) to reach our global audience. How would you keep the messaging fresh?

Please see the 2013 Work Plan (Attachment A) for an overview of the *See Roswell* brand platform.

9.7 Budget

Offeror shall provide an overview of how they would allocate the City of Roswell's budget using percentages. These allocations will be used to demonstrate your firm's philosophy on resource allocation and compensation. If commission or other fees are part of the media or production breakdown, Offerors must list the percentage rates of those commissions and fees. Please also provide your point of view on compensation – commission, retainer, hourly fees or any hybrid approach.

A budget is not required for the Required Project, however the ideas presented should be feasible within the available funds.

Budget Format

The table presented below is the minimum acceptable budget format. Additional detail may be provided if applicable.

CATEGORY	% OF TOTAL BUDGET	COMMISSION % OR HOURLY RATE (if applicable)
STRATEGIC PLANNING		
PRODUCTION / CREATIVE		
MEDIA BUYING / PLACEMENT		
RESEARCH & ANALYTICS		
TRAVEL & ADMINISTRATION		
OTHER		
TOTAL		

9.8 Internal Control Structure

Please provide a discussion of your internal control structure for ensuring key controls are in place and operating effectively for such items as:

- Sales and use taxes;
- Exchange rates;
- Reconciliation of pre-paid media;
- Media performance reconciliations; and
- Expense approvals.

10. BILLING & RELATED REQUIREMENTS**Invoices**

- Please identify any discounts you offer for payment within certain timeframes. For example, 'payment within 10 days of invoice' or something similar.
- Please identify all acceptable methods of payment.

Exchange Rates

- Please identify your agency's policy on foreign exchange policy in regards to foreign media or production costs.
- Please identify any subcontractor policy on foreign exchange policy in regards to foreign media or production costs.

11. DELIVERY OF PROPOSAL

Each Offeror is required to deliver one original and six typed copies in addition to an electronic version of the proposal. Electronic versions of the proposal must be in a PDF format and any examples of television spots or electronic media need to be labeled accordingly and delivered on a digital storage device. The Required Project must be provided on a digital storage device or set up on a web-based platform, and must be submitted with the proposal. Any print, TV or brand creative samples should be submitted with Proposal. Proposals may not be faxed.

Proposals may be sent by courier such as FedEx or UPS to:

City of Roswell
ATTN: Chief Procurement Officer
Lupita Everett
425 N. Richardson Ave.
Roswell, NM 88201

All proposals must have written on the bottom left hand corner of the outside of the mailer:

"Sealed Proposal"
RFP-18-011
Due Date & Time
Offeror's Name
Offeror's Address

Proposals must be received by the date and time referenced in the Tentative Schedule. Late submissions will not be accepted.

ATTACHMENT A

STRATEGIC PLANNING RESOURCES

1. Visit Seeroswell.com for detailed information on the City of Roswell's assets and tourism initiatives.
2. Visit Roswell-nm.gov for department information specifically the Roswell Police Department and Roswell Fire Department.

ATTACHMENT B

NOTICE OF PROPOSAL INTENT

City of Roswell
425 N. Richardson Ave.
Roswell, New Mexico 88201

Due: March 30, 2018
5:00 PM MST

Send to:
Lupita Everett
Chief Procurement Officer
l.everett@roswell-nm.gov

Name of Offeror:
Contact Person:
Mailing Address:
Agency URL:
Telephone:
Fax Number:
Email Address:
Signed:

ATTACHMENT C

PROPOSAL EVALUATION CRITERIA

Proposals will be reviewed, evaluated and scored by an Evaluation Committee. Evaluation of proposals will be based on the following criteria for each component. Each criterion will be scored according to the degree of responsiveness present in the proposal being evaluated.

	Max. Points	Score
1. OVERALL EXPERIENCE OF COMPANY & DEMONSTRATED RESULTS	15	
Our evaluation will include an assessment of the history of your company, your experience as it relates to the requirements within this RFP, evidence of past performance, quality and relevance of past work, references, and related items.		
2. CREATIVITY	20	
Our evaluation will include an assessment of the quality of proposed strategies, and creativity as demonstrated by the required project.		
3. FAMILIARITY WITH CITY OF ROSWELL & TOURISM INDUSTRY	10	
Our evaluation will include our assessment of your understanding of our organization and the tourism industry and how you integrated this knowledge into your proposal.		
4. QUALIFICATIONS OF PERSONNEL	10	
Our evaluation will include an assessment of the qualifications and experience of your managerial team, staff, and subcontractors, and related items.		
5. PLANNING & INNOVATION	15	
Ability of firm to think beyond the now and set City of Roswell up to be at the forefront of the changing marketing landscape.		
6. STRATEGIC THINKING/PLANNING APPROACH	10	
Philosophy/approach to account planning, media planning and overall campaign development.		
7. BUDGET APPROACH/COST EFFECTIVENESS	20	
Effective and efficient delivery of quality services is demonstrated in relation to the budget allocation. The allocation is reasonable and appropriate. Approach to compensation structure is balanced and structured to maximize marketing investment.		
TOTAL POINTS	100	

CAMPAIGN CONTRIBUTION DISCLOSURE FORM

Pursuant to Chapter 81, Laws of 2006, any prospective Offeror seeking to enter into a contract with any state agency or local public body must file this form with that state agency or local public body. The prospective Offeror must disclose whether they, a family member or a representative of the prospective Offeror has made a campaign contribution to an applicable public official of the state or a local public body during the two years prior to the date on which the Offeror submits a proposal or, in the case of a sole source or small purchase contract, the two years prior to the date the Offeror signs the contract, if the aggregate total of contributions given by the prospective Offeror, a family member or a representative of the prospective Offeror to the public official exceeds two hundred and fifty dollars (\$250) over the two year period.

THIS FORM MUST BE FILED BY ANY PROSPECTIVE OFFEROR WHETHER OR NOT THEY, THEIR FAMILY MEMBER, OR THEIR REPRESENTATIVE HAS MADE ANY CONTRIBUTIONS SUBJECT TO DISCLOSURE.

The following definitions apply:

“Applicable public official” means a person elected to an office or a person appointed to complete a term of an elected office, who has the authority to award or influence the award of the contract for which the prospective Offeror is submitting a competitive sealed proposal or who has the authority to negotiate a sole source of small purchase contract that may be awarded without submission of sealed competitive proposal.

“Campaign Contribution” means a gift, subscription, loan, advance or deposit of money or other thing of value, including the estimated value of an in-kind contribution, that is made to or received by an applicable public official or any person authorized to raise, collect or expend contributions on that official's behalf for the purpose of electing the official to either statewide or local office. “Campaign Contribution” includes the payment of a debt incurred in an election campaign, but does not include the value of services provided without compensation or unreimbursed travel or other personal expenses of individuals who volunteer a portion or all of their time on behalf of a candidate or political committee, nor does it include the administrative or solicitation expenses of a political committee that are paid by an organization that sponsors the committee.

“Contract” means any agreement for the procurement of items of tangible personal property, services, professional services, or construction.

“Family member” means spouse, father, mother, child, father-in-law, mother-in-law, daughter-in-law or son-in-law.

“Pendency of the procurement process” means the time period commencing with the public notice of the request for proposals and ending with the award of the contract or the cancellation of the request for proposals.

“Person” means any corporation, partnership, individual, joint venture, association or any other private legal entity.

“Prospective Offeror” means a person who is subject to the competitive sealed proposal process set forth in the Procurement Code or is not required to submit a competitive sealed proposal because that person qualifies for a sole source or a small purchase contract.

“Representative of a prospective Offeror” means an officer or director of a corporation, a member or manager of a limited liability corporation, a partner of a partnership or a trustee of a trust of the prospective Offeror.

Name(s) of Applicable Public Official(s) if any: _____

(Completed by State Agency or Local Public Body)

DISCLOSURE OF CONTRIBUTIONS BY PROSPECTIVE OFFEROR:

Contribution Made By: _____

Relation to Prospective Offeror: _____

Date Contribution(s) Made: _____

Amount(s) of Contribution(s) _____

Nature of Contribution(s) _____

Purpose of Contribution(s) (Attach extra pages if necessary)

Signature

Title/Position

Date

--OR--

NO CONTRIBUTIONS IN THE AGGREGATE TOTAL OVER TWO HUNDRED FIFTY DOLLARS (\$250) WERE MADE to an applicable public official by me, a family member or representative.

Signature

Title/Position

Date

PROPOSAL ACKNOWLEDGEMENT FORM

RFP#:	RFP-18-011 (2nd posting)
NAME:	Advertising & Marketing Services
COMMODITY CODE:	
DEPARTMENT:	Public Affairs
DATE OF OPENING:	Tuesday, April 17, 2018
TIME OF RFP OPENING:	2:00 P.M.

TO: Air Freight Address: Chief Procurement Officer
City of Roswell
425 N. Richardson Ave.
Roswell, NM 88201

WILL TAKE THE PROPOSAL OR PROPOSALS WHICH ARE IN THE BEST INTEREST OF THE CITY.

The undersigned, doing business in the City of Roswell, submits herewith, in conformity with the instructions, conditions and specifications for the above listed proposal.

Submit 1 original of proposal plus 6 copies for the evaluation committee.

ACKNOWLEDGEMENT OF: ☐ **ADDENDUM "ONE"** ☐ **ADDENDUM "TWO"**

Proposal must remain valid **180 days** after proposal opening unless otherwise stated herein.

Offeror Name:	Signed by:
Mailing Address / City / State / Zip:	Printed Name:
Phone Number:	Email Address:
Fax Number:	Date:



CITY OF ROSWELL, NEW MEXICO

Purchasing Office Use Only: VENDOR NO. _____

PO BOX 1838
ROSWELL, NM 88202
(575) 624-6700

Vendor Information Form

This form must have a completed (IRS) W-9 Form(Rev. Nov. 2017) and returned to the City Employee requesting this form. Any questions may be directed to the Purchasing Department at (575) 637-6222. Thank you.

***** CITY EMPLOYEE MUST COMPLETE BEFORE SUBMITTING TO VENDOR & PURCHASING*****

Employee Name:	Department:	Phone#:	Date:

Please provide the purpose for using this Vendor?:

COMPANY INFORMATION (Please Type or Print Legibly) :		REMITTANCE Information (if different):	
Name:		Pay to:	
DBA (If applicable) :		Address:	
Address:		Address:	
City /State / Zip:		City /State/Zip:	
Email Address:		Contact Name:	
Phone #:		Phone #:	
Fax #:		Email Address:	

What type of Business is your company? (Example: Street Construction, Bldg Construction, Supplier/type, Service/type, etc.)

--

TAX IDENTIFICATION NUMBER:			
Federal Tax ID # (Business):	New Mexico CRS ID #:	Social Security # for INDIVIDUAL ONLY:	
Check the box which indicates your type of organization:			
Individual/Sole	<input type="checkbox"/>	C Corporation	<input type="checkbox"/>
or single-member LLC	<input type="checkbox"/>	S Corporation	<input type="checkbox"/>
		Partnership	<input type="checkbox"/>
		Limited liability company	<input type="checkbox"/>
		C=Corporation S=S Corp P=Partnership	_____
		Other :	

PURCHASING DEPARTMENT INFORMATION (If different from Company Information):	
Contact Name:	Phone #:
E-mail address:	Fax #:
Mailing Address:	
City/State/Zip Code:	

Purchasing office use only: NTTC TO BE ISSUED: YES [] NO [] 1099 TO BE ISSUED: YES [] NO []

(Revised: February 2018)

Give Form to the requester. Do not send to the IRS.

Print or type.

1 Name (as shown on your income tax return). Name is required on this line; do not leave this line blank.	
2 Business name/disregarded entity name, if different from above	
3 Check appropriate box for federal tax classification of the person whose name is entered on line 1. Check only one of the following seven boxes. <input type="checkbox"/> Individual/sole proprietor or single-member LLC <input type="checkbox"/> C Corporation <input type="checkbox"/> S Corporation <input type="checkbox"/> Partnership <input type="checkbox"/> Trust/estate <input type="checkbox"/> Limited liability company. Enter the tax classification (C=C corporation, S=S corporation, P=Partnership) ► _____ Note: Check the appropriate box in the line above for the tax classification of the single-member owner. Do not check LLC if the LLC is classified as a single-member LLC that is disregarded from the owner unless the owner of the LLC is another LLC that is not disregarded from the owner for U.S. federal tax purposes. Otherwise, a single-member LLC that is disregarded from the owner should check the appropriate box for the tax classification of its owner. <input type="checkbox"/> Other (see instructions) ► _____	4 Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3): Exempt payee code (if any) _____ Exemption from FATCA reporting code (if any) _____ <i>(Applies to accounts maintained outside the U.S.)</i>
5 Address (number, street, and apt. or suite no.) See instructions.	Requester's name and address (optional) City of Roswell PO Box 1838 Roswell, NM 88202
6 City, state, and ZIP code	
7 List account number(s) here (optional)	

Enter your TIN in the appropriate box. The TIN provided must match the name given on line 1 to avoid backup withholding. For individuals, this is generally your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the instructions for Part I, later. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN*, later.

Note: If the account is in more than one name, see the instructions for line 1. Also see *What Name and Number To Give the Requester* for guidelines on whose number to enter.

Social security number

				-			-					
--	--	--	--	---	--	--	---	--	--	--	--	--

or

Employer identification number

		-							
--	--	---	--	--	--	--	--	--	--

Under penalties of perjury, I certify that:

1. The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me); and
2. I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding; and
3. I am a U.S. citizen or other U.S. person (defined below); and
4. The FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting is correct.

Certification instructions. You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions for Part II, later.

Sign Here	Signature of U.S. person ▶	Date ▶
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Section references are to the Internal Revenue Code unless otherwise noted.

Future developments. For the latest information about developments related to Form W-9 and its instructions, such as legislation enacted after they were published, go to www.irs.gov/FormW9.

An individual or entity (Form W-9 requester) who is required to file an information return with the IRS must obtain your correct taxpayer identification number (TIN) which may be your social security number (SSN), individual taxpayer identification number (ITIN), adoption taxpayer identification number (ATIN), or employer identification number (EIN), to report on an information return the amount paid to you, or other amount reportable on an information return. Examples of information returns include, but are not limited to, the following.

- Form 1099-INT (interest earned or paid)

- Form 1099-DIV (dividends, including those from stocks or mutual funds)
- Form 1099-MISC (various types of income, prizes, awards, or gross proceeds)
- Form 1099-B (stock or mutual fund sales and certain other transactions by brokers)
- Form 1099-S (proceeds from real estate transactions)
- Form 1099-K (merchant card and third party network transactions)
- Form 1098 (home mortgage interest), 1098-E (student loan interest), 1098-T (tuition)
- Form 1099-C (canceled debt)
- Form 1099-A (acquisition or abandonment of secured property)

Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN.

If you do not return Form W-9 to the requester with a TIN, you might be subject to backup withholding. See What is backup withholding, later.